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receiving an input indicating for which one area of the plurality of areas the common image exhibits either the absence of or the least amount of the banding artifact within said common image as perceived by a person viewing the media; and setting [the print control parameter to] the value to the swath height error adjustment corresponding to the indicated one area.

4. (Amended) The method of claim 1 as part of a printing method, wherein the set value is a first value, and further comprising the steps of:
identifying a selected media type for a print job;
determining a second value for the [print control parameter] swath height error adjustment for use in printing onto the identified media type; and
printing the print job onto a media sheet using the second value for the [print control parameter.] swath height error adjustment.

5. (Amended) The method of claim 4, wherein the step of determining occurs after the step of identifying, and wherein the step of determining comprises deriving the second value as a function of the first value and the identified media type.

5.5 C.)
6. (Amended) The method of claim 4, further comprising the step of prestoring a set of alternate values for the [print control parameter,] swath height error adjustment, wherein each one of the set of alternate values corresponds to a different media type; and wherein the step of determining comprises looking up one of the set of alternate values based upon the identified media type.

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7. (Amended) A method for determining a normal value for a linefeed error adjustment parameter, comprising the steps of:

printing on a media a test plot having a plurality of non-overlapping areas, each area being a common image printed using a different value for the linefeed error adjustment parameter;

receiving an input indicating which one area of the plurality of areas has a highest print quality as perceived by a person viewing the media; and

setting the normal value of the linefeed error adjustment parameter to the value corresponding to the indicated one area.

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9. (Amended) The method of claim 7, as part of a printing method, and further comprising the steps of:

identifying a selected media type for a print job;

deriving a temporary linefeed error parameter value for use in printing onto the identified media type; and

printing the print job onto a media sheet using the temporary linefeed error parameter.

10. (Amended) The method of claim 9, wherein the step of deriving occurs after the step of identifying, and wherein the step of deriving comprises deriving the temporary linefeed error adjustment parameter as a function of the normal value and the identified media type.

11. (Amended) The method of claim 7, as part of a printing method and further comprising the steps of:

identifying a selected media thickness for a print job;

deriving a temporary linefeed error parameter value for use in printing onto the identified media type, wherein the temporary linefeed error adjustment parameter is derived as a function of the normal value and the identified media thickness; and
printing the print job onto a media sheet using the temporary linefeed error parameter.

12. (Amended) The method of claim 7, as part of a printing method and further comprising the steps of:

identifying a selected media finish for a print job;
deriving a temporary linefeed error parameter value for use in printing onto the identified media type, wherein the temporary linefeed error adjustment parameter is derived as a function of the normal value and the identified media finish; and
printing the print job onto a media sheet using the temporary linefeed error parameter.

13. (Amended) The method of claim 7, in which an image is printed to the plurality of areas, in which the step of receiving comprises receiving an input indicating which one area of the plurality of areas either lacks or has least [banding.] banding artifact, wherein banding artifact is a repeating pattern of bands undesirably appearing in the image.

14. (Amended) The method of claim 7, in which each area of the plurality of areas comprises a gray scale image, wherein the step of printing using a different value for the linefeed error adjustment parameter at each area results in a

different degree of banding for each area, wherein banding is a repeating pattern of bands undesirably appearing in the gray scale image, wherein light banding indicates a linefeed error adjustment parameter which causes over-feeding and dark banding indicates a linefeed error adjustment parameter which causes under-feeding, and in which the step of receiving comprises receiving an input indicating which one area of the plurality of areas either lacks or has least banding in the corresponding gray scale image.

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15. (Amended) An apparatus which prints a test plot onto a media sheet to calibrate a normal value for a linefeed error adjustment parameter, the apparatus comprising:

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a drive motor;
a drive shaft driven by the drive motor;
a roller coupled to the drive shaft which moves with the drive shaft;
an encoder which generates a first signal corresponding to position of the drive shaft;
a print controller which receives the first signal and in response generates a second signal fed to the drive motor for controlling the drive motor;
memory which stores a test pattern and a range of adjustments for the linefeed error adjustment parameter;
a print source which during calibration of the linefeed error adjustment parameter prints the test plot, the test plot having a plurality of non-overlapping areas, each area including the stored test pattern printed with a different value for the linefeed error adjustment parameter, wherein the different values are based upon the stored range of adjustments of the linefeed error adjustment parameter;